

2018 MARKETING PLAN

Branson Chamber of Commerce & Convention & Visitors Bureau

November, 2017

- Review existing results and research
- Assess national, regional and local trends
- Establish overarching theme
- Review and feedback from District Marketing Council
- Continued evolution

MARKETING PLANNING PROCESS



PRIMARY AREAS OF INTEREST

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- Continue refining the brand
- Continue exploring digital & social opportunities
- Continue refining target markets
- Tighter focus on the consumer
- Expand regional partnerships
- Develop a 12-Month visitor economy
- Outreach to community leaders & partners
- Identify potential new revenue streams
- Increased accountability
- Support development of events & festivals

The background features a central horizontal band of solid green color. Above and below this band are light beige areas containing faint, large-scale organic shapes in a slightly darker beige tone. The text 'TOPLINE GOALS' is centered within the green band.

TOPLINE GOALS

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Goal A: *Position Branson as the top choice in consumer consideration set for wholesome vacations.*

Goal B: *Improve consumer perception of Branson.*

Goal C: *Convert consumers with a casual interest in Branson to overnight Branson visitors.*

Goal D: *Grow Branson's position as a multi-season vacation destination*



2018 MARKETING PLAN HIGHLIGHTS

2018 MEDIA CONSIDERATIONS

- Winter Olympics – Ends Feb. 25th
- House & Senate races – Missouri expected to be hotly contested
- Missouri Tourism expenditure restriction: -\$257,295
- Camelot recommending 3-5% budget increases due to political

MARKET MIX

Recommendations:

- Elimination of print
- Elimination of Core market broadcast.
- Continue second year in “super regional” markets.
 - Memphis & Des Moines
 - Provides “national level” exposure, with regional proximity
 - These markets help address LOS, party expenditures, weekday traffic, etc.
- Maintain roughly same level of national cable
- Maintain roughly same level of digital media spend

ADVERTISING MEDIUMS

- Execute a blend of the following advertising elements:
 - Television
 - Online Banner ads
 - Search Text ads
 - Online video advertising
 - Social Media advertising (Facebook, Twitter, Instagram, Pinterest, Snapchat)
 - Content Distribution

BRANSON LIVE

- Two in-market sales events: Memphis, June 11-13 and Dallas, September 10-12
- Reaching the “next level” of buyers: Tour operators, travel agents, reunion planners, music educators, bus companies, planners for church, bank and youth groups, AAA offices, meeting planners, sports organizers, media & travel writers.
- Tradeshow, luncheon w/Branson entertainment, sales blitz

PUBLIC RELATIONS

FOCUS AREAS:

1. *Generate positive coverage of the Branson area in regional and national media outlets*
2. *Recruit professional media conferences to Branson.*

TACTICS:

1. Generate feature stories in media across the country using Geiger & Assoc. and Buffalo Agency FAM tours
2. Pursue national TV show coverage
3. Continue working with NW Arkansas/SW Missouri destinations for a complete Ozarks tour de force
4. Host the North American Travel Journalists Association (NATJA) annual conference in Branson in 2018
5. Host the Mid-America Emmy Awards in Branson in 2019

DIGITAL

FOCUS AREAS:

1. *Use digital media to inspire, inform and convert Branson visitors.*
2. *Educate and empower community partners to better communicate and market via digital channels.*
3. *Create touchpoints within Branson that match brand identity and create a sense of place for visitors, encouraging interaction.*

TACTICS:

1. Continue to refine and improve the user experience on ExploreBranson.com.
2. Foster relationships with social influencers to increase awareness/consideration of Branson as a vacation destination.
3. Continue to grow and evolve the iConnect Portal as the official channel for B2B tourism information for Branson.
4. Create compelling, sharable visual elements at ten locations in town where visitors can photograph themselves and share.
5. Amplify and curate visitor-generated content that interacts with touchpoints.

MEETINGS & CONVENTIONS

FOCUS AREAS:

1. *Increase the number of meetings and conventions in the Branson/Lakes area.*

TACTICS:

1. Expand earned media exposure with editorial coverage in meeting & convention trade publications and track ad equivalency.
2. Increase web presence, search engine marketing and social media efforts to reach more meeting planners. Track page view traffic, keyword optimization and RFP production on website and Cvent and measure social engagement.
3. Attend key industry tradeshow and events that produce a substantial ROI.
4. Provide webinar training opportunities to the industry for iDSS, Cvent and related topics.
5. Establish a robust social media content calendar featuring testimonials, articles and short videos.

SPORTS MARKETING & DEVELOPMENT

FOCUS AREAS:

1. *Attract sporting events and conventions that best fit the Branson/Lakes Area facilities; showcasing the indoor and outdoor offerings available in our community.*
2. *Increase awareness to build participation and spectator attendance at events, and recognition of existing sports facilities & venues.*

TACTICS:

1. Focus sales efforts on cheer, dance, martial arts and other indoor athletic events that fit local theaters and current facilities.
2. Focus sales efforts on attracting sports conferences, tradeshow and conventions.
3. Maintain and build relationships with organizers of soft adventure/outdoor events that can be hosted on the lakes and trails (including Paddle Boarding, Fishing, Open Water Swimming, Running, Ragnar Trails, X-Terra, mud-runs).
4. Boost awareness of locally hosted and sponsored sporting events by running ads through social media and distributing Press Releases.
5. Host local FAM tours and economic benefit education event(s) for community.

QUESTIONS & DISCUSSION